

Using Live Satellite Broadcast to Prepare for Pandemic Influenza

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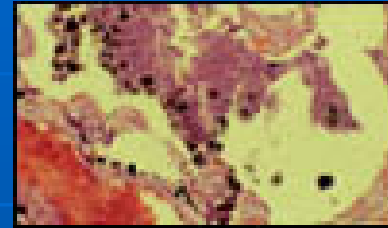
Estimated impact of a future influenza pandemic in the U.S.

- 15-35 % of the U.S. population (~290 million persons will be affected; 5.4-12.7 million in CA)
 - Deaths: 89,000- 207,000
 - Hospitalizations: 314,000 – 734,000
 - Outpatient Visits: 18-34 million
 - Additional illnesses: 24-74 million
 - Economic Impact: \$71.3- \$166.5 billion

Meltzer M, Emerging Inf Dis 1999 5:659-71

Risk Communication and Public Protective Actions during 1918

- "Wear a Mask and Save Your Life! A Mask is 99% Proof Against Influenza."
- "Obey the laws, And wear the gauze. Protect your jaws from septic paws."



Lung tissue from 1918 influenza victim.




Public gathering places were ordered closed by the leaders of many major cities.



San Francisco residents, still fearful of influenza, wear masks during an armistice parade.

Avian H5N1 Influenza

- 12/03-present: human cases in 4 countries
- A greater than 50% mortality
- Variability of reporting outbreaks and containment presents risk communication, education, and training challenges



welcome
home,
Martha

POST A WELCOME HOME
MESSAGE FOR MARTHA ▶

READ THE TRANSCRIPT FROM
MARTHA'S LIVE CHAT ▶

Definition of a Pandemic

- Isolation from humans of a novel influenza A virus
- Little or no immunity in the population
- Demonstrated ability of the virus to replicate and cause disease
- Efficient person-to-person transmission



Public Health Preparedness Pandemic Influenza

California Update 2005

Thursday, October 6, 2005

Live via satellite from the DHS Richmond Laboratory Campus **10:00 - 11:30 am PT**
Continuing education credits will be offered for various professions based on 1.5 hours of instruction

Course Objectives:

- Describe two measures that reduce the transmission of influenza.
- Identify an issue related to availability of vaccine during an influenza pandemic.
- Identify an issue related to availability of antivirals during an influenza pandemic.
- Describe at least one way that the laboratory is involved in responding to a pandemic influenza emergency.
- Identify at least one non-medical intervention to decrease the spread of a pandemic influenza emergency.
- Explain why it is essential to collaborate with outside agencies during a pandemic influenza emergency.

Continuing Education Credit: This activity has been reviewed and is approved for CME credit(s). The number of credit(s) will be announced.

Participants seeking credit must register for this course and complete an online evaluation found at www.phppo.cdc.gov/phtnonline/. Credit will open on October 6 and will be offered through November 7, 2005. Laboratorians may also get credit by completing the course evaluation found at this website.

Webcast:

The broadcast will be available as a webcast October 7 - November 7, 2005 and can be found at: www.cdlnh.com.

Tabletop Exercises:

This training is most effective when combined with a tabletop training. Training materials are available at www.cdlnh.com.

Faculty

Kenneth August - Deputy Director of Public Affairs, California DHS

Lisa D. Benton, MD, MPH - Chief, Bioterrorism Planning and Preparedness, California DHS

Gilberto F. Chavez, MD, MPH - State Epidemiologist and Associate Chief, Division of Communicable Disease Control California DHS

Jon Rosenberg, MD, MPH - Public Health Medical Officer III, Division of Communicable Disease Control, California DHS

David P. Schnurr, PhD - Research Scientist IV, Viral and Rickettsial Disease Laboratory, California DHS

Pascale Wortley, MD, MPH - Lead Epidemiologist, National Immunization Program, Centers for Disease Control and Prevention

Special Appearances by:

Howard Backer, MD, MPH - Interim State Public Health Officer, California Department of Health Services

Barbara Cole, RN, PHN, MSN - Director, Disease Control, Riverside County Department of Public Health

B.A. Jinadu, MD, MPH - Director of Health Services Kern County Health Officer

S. Todd Stolp, MD - Tuolumne County Health Officer

Target Audience: State and local health department staff, private clinicians in hospitals and laboratories, and partners with a pandemic influenza response role

Site Registration: www.dlnets.com/CDLHNprogram_reg.htm

Registration Questions: Call (877) 820-0305 or (480) 730-1388 or email dlnets@aol.com.

<http://cdlnh.com/PanFlu.info>



Brought to you by the CDC, California Department of Health Services Immunization Branch, and California Distance Learning Health Network

Broadcast Content Outline

- Influenza pandemic overview
- National, state & local updates
- How a pandemic unfolds...
 - Notification of initial suspected cases
 - Surveillance and Laboratory Response
 - Medical and non-medical containment
 - Risk communication
- Live Q & A segment
- Tabletop Exercise “in a box”

Learning Objectives

1. Describe how to prevent the spread of influenza to prevent pandemics.
2. List two issues related to the availability of pandemic influenza vaccine or anti-virals.
3. Identify at least one way that the laboratory is involved in responding to a pandemic influenza emergency.

Learning Objectives

4. Identify at least one non-medical intervention to decrease the spread of a pandemic influenza emergency.
5. Explain why it is essential to collaborate with outside agencies during a pandemic influenza emergency.

Broadcast Planning Tips

- **Form Committees and Teams**
 - **Pandemic Influenza Executive Advisory Committee (EAC)**
 - **Designate subcommittees**
 - **Identify and coordinate stakeholders**
 - **Graphics**
 - **Technical production (satellite tests, etc.)**
 - **Promotion team**
 - **Continuing Education**
 - **Evaluation team- start design early**

Broadcast Planning Tips

- **Keep adequate administrative support**
 - Follow current events daily
 - Logistics (room reservations, meetings, teleconference calls)
 - Tracks spending, budgets, schedules
 - Meeting minutes, mailings, other communications

Broadcast Planning Tips

- Outline project goals and objectives
- Update Project timeline frequently
- Identify point persons for communications flow

Broadcast Planning Tips

- Make bold executive decisions
 - Audition, cut, and replace talent as needed but use discretion and diplomacy
 - Know what is negotiable and when less is more (e.g. background colors for slides...)
- Acknowledge teamwork and small contributions
 - Check in with everyone on the project and persons in the intended audience

Broadcast Planning Tips

- Stay on target
- The only constant is change
 - Stay flexible and look for opportunities
 - Embrace new technology and ideas
- You should have started earlier than you thought



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Tabletop Exercise

- The purpose of the 2-hour tabletop exercise is to practice response activities related to an influenza pandemic.
- The ideal participants for this tabletop exercise are staff and managers in: public health, public health laboratories, clinical health care, veterinary medicine, environmental health, public information, public safety, emergency management, and transportation.

Tabletop Exercise

- Objectives:
 - To familiarize LHD staff with their local jurisdiction's pandemic influenza plan
 - To practice 2 of the 10 deliverables that should be included in a pandemic influenza plan.

Tabletop Deliverables

- **Deliverable #1**: Draft a Health Advisory intended for your local health department staff on what your county is doing to prepare for pandemic influenza.
- **Deliverable #2**: Create a Public Information Fact Sheet for one of the activities listed.
- **Deliverable #3**: Draft possible key messages and use them to draft a press release about pandemic influenza in general *before* a local outbreak has occurred.
- **Deliverable #4**: Identify agency partners, as well as other stakeholders, who would be involved in two of the listed response activities, and list their respective roles and responsibilities.
- **Deliverable #5**: List issues to be included in an MOU (Memorandum of Understanding) with one partner agency (on any of the issues listed in Deliverable #4, among others) and then draft a sample MOU.

Tabletop Deliverables (continued)

- **Deliverable #6**: Draft possible key messages and use them to draft a press release to alert the public about the first case of pandemic influenza.
- **Deliverable #7**: Identify agency partners, as well as other stakeholders, who would be involved in two of the listed response activities, and list their respective roles and responsibilities.
- **Deliverable #8**: Draft the key messages to include in a press release to alert the public about any of the issues listed in Deliverable #7.
- **Deliverable #9**: Test your organization's existing emergency response command and communication structure by drawing a schematic of the response structure and information flow, or a call-down tree to activate an emergency response plan.
- **Deliverable #10**: Draft a checklist, step-by-step plan, or flowchart on the type of communication channels that will be used, how they will be used (e.g., updating Web sites daily), and the populations that the communication channels will reach.

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Thank you!!

